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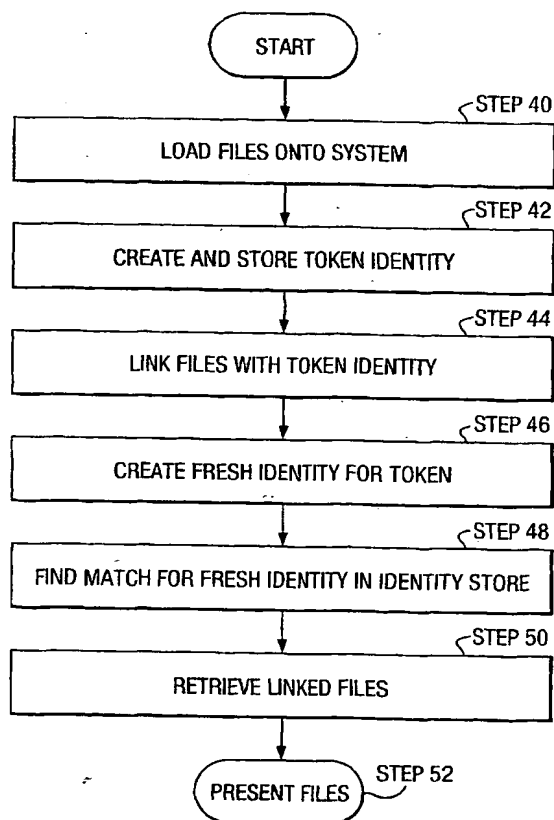
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(54) Title: DATA RETRIEVAL METHOD AND APPARATUS



(57) **Abstract:** A method to create within a computer system, an association between the appearance of a token and one or more stored files for the purpose of retrieving and presenting said one or more stored files, comprising the steps of: measuring said appearance of said token; creating a token identity from the obtained measurement; storing said token identity in an identity store; associating within said computer system, said stored file with said token identity; subsequently measuring said appearance of said token; creating a subsequent identity for said token using subsequent measurement data obtained from said subsequent measurement; searching in said identity store for a match with said subsequent identity; upon the location of a match, retrieving said one or more stored files; and presenting said retrieved file to a user.

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